

# Read the Endorsements of My Virginia Pride and Other Roasted Coffees:

Mr. L. C. Younger, Richmond, Va.:  
Gentlemen,—We have been selling your "Virginia Pride" Coffee for a year or more with a great deal of satisfaction to us and our customers. We feel sure it is undoubtedly the best coffee for the price we have ever handled.

Yours very truly,  
(Signed) FARMVILLE COMMERCIAL CO.,  
Per A. E. Cralle, President.

Mr. L. C. Younger, Richmond, Va.: Prospect, Va.  
Dear Sir,—Herewith find check for \$170.03, which with \$4.81 for signatures returned, \$2.87 discount on sugar, and \$1.34 discount on other goods, will cover amount due you. Please acknowledge receipt, and oblige.

We were very much pleased to receive your check for \$2.50 the other day covering premium for coffee signatures returned. We make a special effort on Virginia Pride Coffee, and we feel that we are meeting with some success in the sale of it. We really think it the best coffee on the market for the money, and we do not fail to assure our customers of this fact.

Very truly,  
(Signed) E. S. TAYLOR.

Mr. L. C. Younger, Richmond, Va.:  
Dear Sir,—Enclosed find 48 signatures cut from Virginia Pride Coffee wrappers and a two-cent postage stamp for which please send me a cash premium. I always send for coffee to S. Ullman's Son, in Richmond, and am very much pleased with the "Virginia Pride" Coffee.

Hoping to hear from you soon,  
(Signed) MRS. HENRY HARDER,  
Amelia C. H., Va.

Mr. L. C. Younger, Richmond, Va.: Farmville, Va.  
Gentlemen,—Please let the five cases Virginia Pride Coffee bought of your Mr. Beverley come out at once, as we are lower than we thought we were on same.

Your prompt attention will oblige,  
Yours very truly,  
(Signed) H. E. BARROW & CO.

Greenwood, S. C.  
Dear Sir:  
Please ship out coffee and prunes at once instead of December 5th. The Coffee is so good till we can't keep it.

Yours truly,  
(Signed) LEE & BLAKE.  
Richmond, Va., 17 West Cary Street.

Dear Sir:  
I thank you for sending so quickly a return to signatures sent you. May all Richmonders enjoy Younger's Coffees.

Yours truly,  
(Signed) MRS. ROSALIE J. ANDERSON.  
Blackstone, Va.

Dear Sir:  
Enclosed you will find twenty (20) L. C. Younger signatures cut from the coffee wrappers for which please send me the amount in stamps.

I have been using your coffee for several years, and am entirely pleased with it.

Thanking you for your past favors, I am,  
Yours respectfully,  
(Signed) MRS. J. A. JOHNSON.  
Richmond, Va.

Dear Sir:  
(40 coupons.) I think your coffee the best I ever used.

(Signed) MRS. S. E. MILLER,  
315 East Cary Street.  
Shelby, N. C.

L. C. Younger:  
Dear Sir,—Your stamps received November 8th all O. K. Thanks for your kindness. I have been selling your coffee for about six years, also using it, and it has proved satisfactory. Will sell all I can for you and recommend it to all I can. Wish I could get enough of signatures to win a prize.

Yours very truly,  
(Signed) S. M. WEATHERS.

January 30, 1910.  
Mr. L. C. Younger, Richmond, Va.:  
Dear Sir,—Enclosed find 31 signatures and a two-cent stamp for premium. Have used your Coffee a great deal and can speak highly in its favor. Hoping to receive premium by return mail.

Yours very truly,  
(Signed) MISS NEVA BOZE,  
R. No. 1, Ford, Va.

Mr. L. C. Younger, Richmond, Va.:  
Dear Sir,—We can't get your coffee in our town. Please tell me where I can get it. I prefer it to the higher price Coffee. I am parching the green coffee. I send 15 coupons. Send me their worth.

(Signed) MRS. W. B. SMITH,  
R. F. D. No. 3, Dillon, S. C.  
Little Rock, S. C., Feb. 10, 1910.

Lawrenceville, Ga., April 16, 1910.  
Mr. L. C. Younger, Richmond, Va.:  
Dear Sir,—Enclosed find check for \$50.08 to pay bill of Feb. 14th. Your Virginia Pride Coffee is giving entire satisfaction. Could not get along without "Virginia Pride."

(Signed) Respectfully, G. W. MAFFETT.

Leaksville, N. C., April 28, 1910.  
Mr. L. C. Younger, Richmond, Va.:  
Dear Sir,—I am sending you 25 Coffee Signatures, for which please send me a cash premium by return mail. I have used your Coffee, and I like it very much. It is the best Coffee made. I get it from the Leaksville Mercantile Co. I have used it for four years.

Yours very truly,  
(Signed) MISS MAGGIE MATTHEWS.  
Matthews, N. C., May 24, 1910.

Mr. L. C. Younger, Richmond, Va.:  
Dear Sir,—Enclosed find postal money order for \$21.60, which settles our account in full with you. The Coffee is not selling much, but those that have used it say it is the finest they have ever used.

Yours very truly,  
(Signed) K. J. McEWEN & SON.

Richmond, Va., June 29, 1910.  
Mr. L. C. Younger, Richmond, Va.:  
Dear Sir,—Please find enclosed 25 wrappers, for which send me worth in stamps. We have used your Coffee for a long time, and find it a good Coffee.

(Signed) MRS. S. J. MASON,  
No. 4 Orleans Street.

No. 109 Jefferson St., Richmond, Va., June 21, 1910.  
Mr. L. C. Younger, Richmond, Va.:  
Dear Sir,—I enclose you coupons, which will number 30. Leave it to your kindness to do justice towards me. I am in hopes to hear from you soon. Your Coffee has proved to be real Coffee itself, and every one should use it.

(Signed) MRS. MARY BALTHROP.

Farmville, Va., June 28, 1910.  
Mr. L. C. Younger, Importer and Coffee Roaster:  
Dear Sir,—Enclosed please find 101 signatures cut from your "Red Cross" Coffee, which I have used and like very much, and have advised many of my friends to use it. I cook at a very large boarding house, and know what good Coffee is.

(Signed) ELIZA COOPER,  
No. 302 Beech St., Farmville, Va.

Blackstone, Va., June 27, 1910.  
Mr. L. C. Younger, Richmond, Va.:  
Dear Sir,—Enclosed find 58 signatures cut from "Virginia Pride" Coffee wrappers, for which you will please send me a cash premium. Am entirely pleased with your Coffee. Shall continue to use it. Please send same to Blackstone, Va., and oblige.

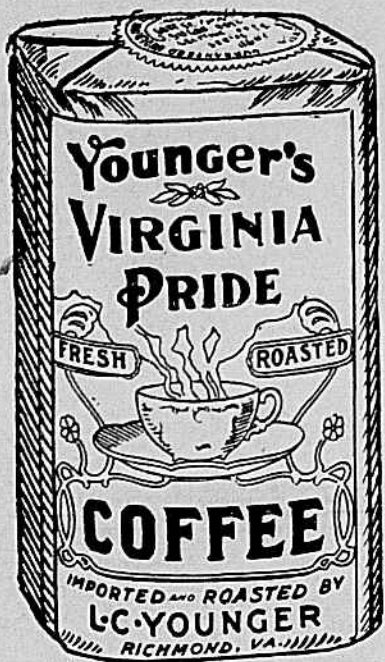
Very respectfully,  
(Signed) WILLIE IDA COUSINS.

Bedington, W. Va., July 5, 1910.  
Mr. L. C. Younger, Richmond, Va.:  
Dear Sir,—I enclose you herewith check for \$26.34, which, with 55c discount and 61c freight, covers for invoice of 6-24. The Coffees are O. K. and repeaters.

Respectfully,  
(Signed) E. J. WHITMORE.

**SATISFACTION GUARANTEED  
OR MONEY REFUNDED**

VIRGINIA PRIDE



**Special!**

Insist on having Younger's Coffee in packages, with written signature, and you will save from 10 to 25% in prices. One trial will convince you of its real superiority.

RED CROSS



**Insist on this Signature;  
it is your protection  
against substitutes.**

*L. C. Younger*

If your merchant cannot supply you, phone or write me and I will give you the name of one who will be glad to supply you with my Famous Coffees.

## \$120.00 in Cash FREE

In addition to redeeming coupons bearing my written signatures at one cent per pound and my written signatures cut from

### YOUNGER'S PACKAGE ROASTED COFFEES AT ONE CENT EACH

I will pay **\$120.00 IN CASH** to the consumers turning in the largest numbers by January 1, 1911, distributed as follows:

First Largest Number	\$15.00
Second Largest Number	\$14.00
Third Largest Number	\$13.00
Fourth Largest Number	\$12.00
Fifth Largest Number	\$11.00
Sixth Largest Number	\$10.00
Seventh Largest Number	\$9.00
Eighth Largest Number	\$8.00
Ninth Largest Number	\$7.00
Tenth Largest Number	\$6.00
Eleventh Largest Number	\$5.00
Twelfth Largest Number	\$4.00
Thirteenth Largest Number	\$3.00
Fourteenth Largest Number	\$2.00
Fifteenth Largest Number	\$1.00

Send all coupons and signatures to my office with your name and address plainly written.

**FOR SALE BY THE LEADING  
DEALERS EVERYWHERE**

SIGNATURE



**Notice!**

In buying my Package Roasted Coffees you can reduce your grocery bills and at the same time you also get the very best values ever offered to the public.

RELIABLE



**L. C. YOUNGER, IMPORTER AND COFFEE ROASTER,**  
102 and 104 Virginia Street. Phone, Madison 341. Richmond, Virginia.